


Marcia L. Anders, Editorial Assistant,
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More Murphy. It had to happen. A clever person (Allen Zoll, of Management Education Associates) figured out what would happen when you apply Murphy's Law to meetings. Here's a sampling: • The PA system in use in adjoining rooms will be piped into your meeting room. • Refreshments arriving on time and containing the correct mixture of coffee, tea, and soft drinks will have been sent to your sleeping room. • Podiums will be the ideal height and focal distance for the average speaker. The

average speaker will be unable to attend. • Extension cords will be two feet too short. • A film that has been correctly cleaned, inspected, rewound, threaded, and introduced will break. • One-half of the group will mention that there is not enough food. The other half will observe that there is too much. All will complain that they are gaining weight. These and other Zoll's (we mean Murphy's) Laws appeared in *Successful Meetings* magazine. *ful Meetings* magazine.

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"Battle of the budget" (student aid, federal relations). James L. Fisher, July/August 1982, p. 9.

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"Courses via cable: New adult education medium has PR impact" (electronic media). Nancy Miller, January 1982, p. 15.

"Defog with research: See where you're going in student recruitment with a pro-

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"Wired for cable? Don't miss out on opportunities to reach new audiences" (electronic media). Harry Durham, January 1982, p. 12.

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- "Defining the mission of a university." Carol J. Guardo, September 1982, p. 24.
- "18 rules for resume writers." John William Zehring, January 1982, p. 9.
- "Getting ahead: Advice to young colleagues from women vice presidents." Ruthann E. Williams, March 1982, p. 24.
- "The making of a president: Institutional advancement professionals move up." Mary Kay Murphy, September 1982, p. 10.
- "Of publications and parachutes" (awards, publications design, management). John A. Krider, February 1982, p. 46.
- "Up the advancement ladder: A professional's tips for success." H. Sargent Whittier, Jr., January 1982, p. 7.
- "We the people of CASE" (Parts I and II), (membership survey, salaries, job responsibilities). Judy K. VanSlyke, July/August 1982, p. 27.
- "We the people of CASE: Part III: Position-by-position salary data." Judy K. VanSlyke, September 1982, p. 19.
- "Women vice presidents: How they reach the top." Ruthann E. Williams, March 1982, p. 24.

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- "Good friends support good reading: How an alumni magazine helps pay for itself" (voluntary subscription program). Ron Parent, July/August 1982, p. 22.
- "Good reading makes good friends: How an alumni magazine supports fund raising." James W. Frick, July/August 1982, p. 20.
- "How readers digest: Tests show how to get readers more involved" (market research). Carol Reuss and Cynthia M. Watson, May/June 1982, p. 48.

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- "Defog with research: See where you're going in student recruitment with a program based on market research." Ed Meek and Gerald Skelly, May/June 1982, p. 19.
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- "The red and the black: How to produce low-cost annual reports that make you look like a million dollars." Barbara A. W. Smith-Kirchner, September 1982, p. 32.
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- "Showing your colors: How to buy four-color printing." David May, February 1982, p. 30.
- "Tying it up: How to beat the recognition rap." Marie Avona, October 1982, p. 56.

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